

## AMENDMENTS TO THE CLAIMS

### In the claims:

Claims 1-33 (cancelled).

34. (Currently Amended) A system for analyzing consumer data, comprising:  
~~a computer program for analyzing consumer data;~~  
a terminal device; ~~and~~  
a consumer data acquisition device that stores consumer data; and  
a computer program for analyzing consumer data wherein said computer program is at least in part remote from said terminal device, and  
a collection center, in communication with the terminal device, where the collection center instructs the terminal device to extract all or part of the consumer data from the consumer data acquisition device,

wherein the terminal device is operable to extract at least a portion of the consumer data stored on the consumer data acquisition device for analysis by the computer program[, and wherein said extracted portion of the consumer data is stored by said computer program in a database such that the memory of said consumer acquisition device need not store all of said consumer data].

35. (Previously Presented) The system of claim 34, wherein the terminal device is further operable to transmit consumer data to said consumer data acquisition device.

36. (Previously Presented) The system of claim 34, wherein said consumer data acquisition device is selected from the group of devices consisting of a Radio Frequency Identification (RFID) tag, a magnetic medium, an RFID tag having memory, a magnetic medium having memory, a bar code reader having memory, a digital computer, a personal digital assistant, a pager, and a cellular telephone.

37. (Previously Presented) The system of claim 34, wherein said terminal device is positioned local to at least one device selected from the group of devices consisting of an ATM machine, a vending machine, a point-of-sale terminal, and a network terminal.

38. (Previously Presented) The system of claim 35, wherein said terminal device is operable to clear at least a portion of said consumer data from a memory of said consumer data acquisition device in which the consumer data is stored.

39. (Previously Presented) The system of claim 35, wherein said terminal device is operable to modify at least a portion of said consumer data from a memory of said consumer data acquisition device in which the consumer data is stored.

40. (Previously Presented) The system of claim 34, wherein said computer program is operable to analyze consumer data, said analysis further comprising filtering said consumer data.

41. (canceled).

42. (Previously Presented) The system of claim 34, wherein the terminal device is operable to extract at least a portion of unfiltered consumer data stored on the consumer data acquisition device for analysis by the computer program.

43. (Previously Presented) The system of claim 34, wherein the terminal device is operable to extract only a portion of the consumer data stored on the consumer data acquisition device for analysis by the computer program.

44. (canceled).

45. (canceled).

46. (Previously Presented) The system of claim 34, further comprising a data collection center in communication with said terminal device, and wherein said computer program resides, at least in part, at said data collection center.

47. (Previously Presented) The system of claim 34, wherein the output of said analysis is an inferred marketing database.

48. (Canceled).

49. (Canceled).

50. (New) The system of claim 34, wherein said at least a portion of the consumer data is extracted from the consumer data acquisition device based at least in part on instructions from the computer program.

51. (New) A system for analyzing consumer data, comprising:  
a terminal device;  
a consumer data acquisition device that stores consumer data; and  
a computer program for analyzing consumer data wherein said computer program is executed at least in part at said consumer data acquisition device and at least in part at another location; and  
a collection center, in communication with the terminal device, where the collection center instructs the terminal device to extract all or part of the consumer data from the consumer data acquisition device,  
wherein the terminal device is operable to extract at least a portion of the consumer data stored on the consumer data acquisition device for further analysis by the computer program.

52. (New) The system of claim 51, wherein the terminal device is further operable to transmit consumer data to said consumer data acquisition device.

53. (New) The system of claim 51, wherein said at least a portion of the consumer data is extracted from the consumer data acquisition device based at least in part on instructions from the computer program.

54. (New) The system of claim 51, wherein said consumer data acquisition device is selected from the group of devices consisting of a Radio Frequency Identification (RFID) tag, a magnetic medium, an RFID tag having memory, a magnetic medium having memory, a bar code reader having memory, a digital computer, a personal digital assistant, a pager, and a cellular telephone.

53. (New) The system of claim 51, wherein said terminal device is positioned local to at least one device selected from the group of devices consisting of an ATM machine, a vending machine, a point-of-sale terminal, and a network terminal.

54. (New) The system of claim 53, wherein said terminal device is operable to clear at least a portion of said consumer data from a memory of said consumer data acquisition device in which the consumer data is stored.

55. (New) The system of claim 53, wherein said terminal device is operable to modify at least a portion of said consumer data from a memory of said consumer data acquisition device in which the consumer data is stored.

56. (New) The system of claim 51, wherein said computer program is operable to analyze consumer data, said analysis further comprising filtering said consumer data.

57. (New) The system of claim 51, wherein the terminal device is operable to extract at least a portion of unfiltered consumer data stored on the consumer data acquisition device for analysis by the computer program.

58. (New) The system of claim 51, wherein the terminal device is operable to extract only a portion of the consumer data stored on the consumer data acquisition device for analysis by the computer program.

59. (New) The system of claim 51, further comprising a data collection center in communication with said terminal device, and wherein said computer program resides, at least in part, at said data collection center.

60. (New) The system of claim 51, wherein the output of said analysis is an inferred marketing database.